

ABSTRACT OF THE DISCLOSURE

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The thermo reversible recording medium comprises a substrate and a heat sensible layer. This heat sensible layer is made of resin and organic lower molecular weight substance and can becoming transparent or non-transparent or vice versa depending on temperature. The organic lower molecular weight substance is a linear hydrocarbon-containing compound having no carboxyl group (A) and a linear hydrocarbon-containing compound having no carboxyl group (B) having a melting point lower than the melting point of the linear hydrocarbon-containing compound having no carboxyl group (A) by 20 °C or more.